

Production Credits

Producer: Li Tian

Supervisor: Yan Hanlong ACEYAN

Photography: @Datou Yousang

Project Coordination: YUMI

Creative & Styling: EMISLEE

Makeup: JEFFREYSHEN

Hairstyling: Li Daiqi HUATIANQIBEAUTY

Interview & Writing: Bi Huiling

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Video Editing: Song Yu

Design: Liu Shuyan

Director: CHEUNG

Lighting: Zhang Zexing

Coordination & Production: Wang Chang (Yunnan Yuange Jinyan Production Services)

Art Direction: Xing Xing

Wardrobe Coordination: Zhu Zhu SUZI

Wardrobe Assistant: ZOE

Makeup Assistant: Ai Shengyuan

Photography Assistant & Equipment: Ye Honghua, Chen Yongping, Xie Shaobo, Xia Yang, Yi Jincheng, Yunnan Xintuba Equipment Rental

Video Assistant: Zhao Qingtao, Liu Jie

Special Thanks: @Douyin Life Services

Venue Thanks: Yunnan Puzhehe Culture & Tourism Development Co., Ltd.

Interview with Meng Jia

OK!: Besides work, what special hobbies do you have? Is there anything in common between these hobbies and traveling that brings you joy in different scenarios?

Meng Jia: I occasionally enjoy playing video games to experience unexpected feelings. Like traveling, there are always unexpected things on the road. The game world can also be like that sometimes, allowing me to find happiness in novelty.

OK!: Regarding the promotion of your new album, will there be any other "new highlights"?

Meng Jia: About half of the songs in the new album "MINE" will be unlocked gradually. I hope everyone can listen to and enjoy the songs in my new album!

OK!: You've been in Puzhehei, Yunnan for a while now. What's your first impression? Was there a moment when you felt a sense of relief from your busy daily life?

Meng Jia: It feels like the landscape is the most beautiful under heaven. In an instant, I was pulled away from my stressful work. People really need to get out more, see things, and feel nature to truly relax.

OK!: The photoshoot was during the summer. Did you get to learn about the local area? Was there any filming location that you found particularly dreamy?

Meng Jia: We basically shot in several scenic spots in Puzhehei that day, taking many great photos along the lotus ponds. The weather was very comfortable in the morning and evening, but it could get very hot under the afternoon sun. When I was on a small boat in the lotus pond wearing that McQueen look, I felt like a swordswoman, very cool.

OK!: Is this your first time in Yunnan? What are your impressions and feelings about Yunnan?

Meng Jia: This isn't my first time in Yunnan; I've been here several times before to film variety shows. I really like the food in Yunnan. You can walk into almost any restaurant here and not be disappointed.

OK!: We heard that Puzhehei holds the Torch Festival and Hualian Festival (Face Painting Festival) in July and August, both to celebrate the harvest. Do you know about these traditions?

Meng Jia: I would have really loved to experience the Torch Festival, which I heard is the New Year for some local ethnic minorities. In my few days here, I could feel a strong festive atmosphere. Everyone was preparing for the festival, and it was very joyful.

OK!: During your trip to Puzhehei, Yunnan, were there any interesting anecdotes you can share with everyone?

Meng Jia: On the day the photoshoot ended, I encountered a beautiful sunset on my way back. Seeing such a beautiful scenery after work felt like a little reward from heaven.

Article: Meng Jia in Puzhehei

Feeling the Lotus Pond, Relaxing in the Mountains and Water

The midsummer in Puzhehei, Yunnan, holds countless surprises. This is a secret that Meng Jia accidentally discovered during her work trip in July this year. "Puzhehei" is in the Yi language, meaning "a lake full of fish and shrimp." It is located in Qiubei

County, Wenshan Zhuang and Miao Autonomous Prefecture, Yunnan Province. The typical karst landform has created its unique scenery — 54 interconnected lakes, 40,000 acres of wild lotus flowers forming a sea of flowers, 312 solitary peaks scattered like stars, and 83 karst caves in a myriad of shapes. Meng Jia said: "Coming here is like walking into an ink wash painting." On the day of the shoot, her beauty added a touch of agility to this "ink wash painting." In the early morning, Meng Jia sat on the corner of a bamboo raft, slowly drifting into the center of the water. The hem of her skirt swept across the water, and the startled water droplets sprinkled on the pink and white lotus flowers like scattered diamonds, echoing the smile on her face. In the afternoon, she took a Wupeng boat into the lotus pond. The sunlight streamed through the gaps in the lotus leaves, dappling her with light and shadows, making her heart feel relaxed.

Every time she comes to Yunnan, Meng Jia feels particularly comfortable. "The climate is cool and pleasant, and the food is 'never a miss' no matter which restaurant you go to." She lives in Chengdu and loves to travel. She occasionally drives to western Sichuan, "but the mountains here are completely different from those in western Sichuan," Meng Jia said. The mountains and waters of western Sichuan are majestic and vast, while the mountains and waters of Puzhehei are full of gentleness. Although both are mountains and water, the feelings and moods are different wherever you go. This may be the meaning of travel that Meng Jia cherishes most, accepting the random gifts of nature and embracing the unknown possibilities of life.

Confronting with Freshness: Vibrant Vitality in Tradition

As the photoshoot was nearing its end, a grand sunset arrived unexpectedly. The afterglow dyed the water surface into gold foil. Meng Jia, dressed in Yi ethnic costume, stood on the bank. The silver ornaments on her jingled as she moved, and the embroidery shimmered in the halo of the setting sun. A smear of black ink on her cheek became the most eye-catching decoration. "The makeup artist said this is the sense of ritual for the Hualian Festival," Meng Jia said with a smile. Although she didn't get to celebrate the festival with everyone, she felt that perhaps this way she could also be blessed with some of the festival's good luck.

The "Hualian Festival" (Face Painting Festival), which opens on July 18th, is a traditional festival of the local Yi people in Yunnan. It originates from ancient legends of exorcising demons and praying for blessings and has a history of thousands of years. During the festival, people smear their entire bodies with paint made from fragrant rice straw ash to convey good wishes of "good fortune." This day is often celebrated together with the "Torch Festival." When night falls, everyone holds torches and runs around. The firelight illuminates the vast river of stars, and people gather to dance and sing with abandon. Meng Jia felt a little regretful that she could not personally participate in the carnival by the bonfire this time, but she imagined that this moment might be like celebrating the New Year, "very lively, everyone is very enthusiastic, busy preparing performances and fireworks. Every household participates. I can imagine their smiling faces, and it feels like a truly happy moment." This vibrant vitality is the most moving moment

she feels during her travels. It's not just about sensing the shape of the mountains and water, but also feeling the warmth of humanity.

This reminds her of the passion under the lights on her own stage and the sincerity by the bonfire; both are essentially a sincere response to "being alive." "At that moment, I suddenly felt that 'I' am not just me, but the sum of all encounters." Just as the ink marks of the Hualian Festival will wash away, the warmth of the blessing will remain; just as the journey will end, the spiritual energy of the mountains and water will integrate into life — these "sums" eventually become the nutrients of "MINE."

The Weight of MINE: From a Bungee Platform to a Musical Universe

If the trip to Puzhehei, Yunnan was a gentle self-dialogue, then the birth of the album "MINE" is Meng Jia's "extreme declaration" completed with music. In the album, which was prepared for more than a year, is hidden her fifteen-year evolution from "I, ME, MY" to "MINE," and the leap from the bungee platform in Bali became the most special footnote to this evolution.

"That's on my life's checklist, there was no hesitation." She spoke lightly of that extreme moment, her eyes filled with a gentle determination. In the moment of bungee jumping, the wind roared in her ears, and within the feeling of weightlessness was a kind of "born to die" sobriety. What she thought of was not fear, but "finally daring" — just like her attitude towards music: "'MINE' covers many aspects of my music and requires a special action to express my fearlessness towards everything."

Unfinished Story in the Lotus Fragrance

Leaving Puzhehei, Meng Jia's suitcase was filled with flower cakes and lotus seed pods, and even more so, with memories of an entire summer. The water droplets on the lotus leaves, the reflection in the lotus pond, and the even clearer outline of "MINE" in her heart. "There are still about half of the songs in the new album 'MINE' that will be unlocked slowly. I hope everyone can listen to and like the songs in my new album!" she predicted with a smile, her eyes as bright as the stars.

Perhaps just as the original Yi language meaning of Puzhehei is "a lake full of fish and shrimp," Meng Jia's life and music are so vibrant and moving because they are filled with the gifts of nature, the weight of persistence, and the sincerity of self. When the lotus-scented wind blows again, we know that this singer, who is always "escaping" and "returning" to find herself, will continue to ride the wind with her "MINE" universe.

Clothing Credits

Nude sheer long dress and scarf: Carven

Gold diamond-encrusted high heels: Roger Vivier

Printed sheer top and skirt: Salvatore Ferragamo

Wide-brimmed hat with water-drop tassels: RUOSHI ZHU

Tassel metal earrings: Isabel Marant

Leather woven shawl and black camisole: Ralph Lauren

Silver chain belt: Isabel Marant

Black leather jacket and skirt: McQueen

Blue satin top and skirt: ZHUOCHONGYUN

Blue hollow-out sandals: Jimmy Choo

Silver earrings: Soft Mountains Qinshan

Locations: Puzhehei Scenic Area, Xihuang Wetland (Bamboo Raft) and Shuixiang Chuanmenzi (Wupeng Boat)